

MONDAY,  
MARCH 14th, 1994

# Representatives Day

Let's get FET Week off to a great start! The most powerful thing each of us can do is write a personal letter to our elected officials in Washington, D.C. Your elected officials really do care what you think! But they'll never know what you think unless you tell them. Your representative and your two senators all need to hear from you.

## How To Write To Officials

- Paper and envelopes are included in this kit.
- Copy their addresses from the "Legislative Directory" card, included in this kit.
- Address public officials by their titles — usually "The Honorable."
- Make it personal. For example, "My job is affected by your decision on the cigarette tax, in the health-care plan vote."
- Draw on the information in the "FET Talking Points" to make your case against the tax increase.
- Always say "thank you" — and ask your officials to tell you where they stand on the issue.

## Tips

- First state how you feel. Then list a few reasons why.
- Include your return address.
- Keep your letters short. About one page will do.
- Legibly hand write or type your letters.
- If possible, make copies of all letters before sending them. Mail the originals.

## What Else Can I Do?

- Send in your "I Did It!" card. RJR Nabisco managers in Washington, D.C., need to know how many letters have been sent to Congress.
- Send copies of your letters to your state legislators. Ask them to tell Congress they oppose the FET increase too. (To find out who your state legislators are, call 1-800-STOP FET or ask your Bureau of Elections, listed in the blue pages of the phone book.)
- When you receive a reply from your legislators, send a copy of it to:

R.J. Reynolds Tobacco Co.  
P.O. Drawer L  
Winston-Salem, NC 27108-0377

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TUESDAY,  
MARCH 15th, 1994

# Outreach Day

It's really important that others — family members, friends, those we do business with — understand that the president's proposed tax increase will affect them too.

Tuesday is the day for all of us to do that. Find one other person — not an RJR Nabisco employee — and get him or her to help! Explain the situation and get him or her to write a letter against the tax to Congress.

## How to Ask an Ally for Help

- Find someone who will be affected by an excise tax increase: your spouse, the manager at a convenience store, a grocery store manager, a driver for a trucking company.
- When you are talking with that person, take him or her through the "palm card" titled *Some Facts You Should Know about the Clinton Health-Care Proposal*.
- Ask your ally to write a letter opposing the FET increase.
- What if your ally doesn't know who his or her officials are? Call the toll-free hot line 1-800-STOP-FET. The operators will be able to tell who your ally's legislators are, and provide addresses and phone numbers.
- Thank your ally for helping you!

## What Else Can I Do?

- Send in your "I Did It!" card for Tuesday.
- Offer to add your ally to the RJR Nabisco mailing list, to receive updates on the excise tax. Just send the name and address to:  
R.J. Reynolds Tobacco Co.  
P.O. Drawer L  
Winston-Salem, NC 27108-0377
- Invite your ally to find another person, to keep expanding letters to Congress.

Sample Letter  
Dear Senator/Congressman: (Official's Last Name)  
I am writing to express my strong opposition to any increase in the Federal Excise Tax on cigarettes. (Date)  
As an employee of RJR Nabisco, I am very concerned about the threat this tax proposal creates for my job and the jobs of over 300,000 workers in the tobacco industry. Studies have shown that a 75¢ per pack tax increase would destroy over 275,000 such jobs.  
I have also seen how high taxes create a black market and smuggling. If the recent trends in Canada tell us anything, it's that a tax increase on cigarettes will increase crime.  
Please let me know how you plan to vote on this issue. Thank you.  
Sincerely,

WEDNESDAY,  
MARCH 16th, 1994

# Phone Day

Time to pick up the phone! Telephone calls are also an important tool, and we can use them effectively.

If you call today, the congressional staff in your local area will get a strong message that you care. Remember, this is an election year! Every U.S. representative (and 1/3 of the senators) face election this November. So the staff is especially interested in what you think right now!

## How to Call an Elected Official

- The telephone number for your official's local office is listed on the Legislative Directory card. (If you've lost the card, call 1-800-STOP-FET and ask the operator for the information.)
- When you call, ask for the staff member who is assigned to tax matters.
- Tell the staff member how the tax will affect your livelihood and your family. Tell the aide you are against the tax, and ask what your federal official's feelings are on this issue.
- Tell the aide you'd like a letter stating that position in writing.
- Be pleasant! Your message will be heard if you use reason, not emotion.
- Don't promise to vote for or against the legislator. Instead, remind the staff member you are interested simply in defeating the tax increase.

## Tips

- Congressional offices are usually staffed between 9 a.m. and 5 p.m., local time.
- But if you cannot call during daytime hours, try them at night. Most offices have an answering machine. Just deliver your message, as if you were talking to a real person.
- If you kept a copy of your letter from Monday, refer to it to help you remember what to say. You will also want to have the FET Talking Points handy.

## What Else Can I Do?

- Send in your "I Did It!" card for Wednesday.
- Call the Washington, D.C., offices as well. The number for all U.S. representatives is (202) 225-3121. The number for all U.S. senators is (202) 224-3121.

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THURSDAY,  
MARCH 17th, 1994

# Media Day

One great way to build support is the Letters to the Editor column of your local newspaper. Newspapers are usually happy to hear what is on the minds of their readers and will print concise letters on important issues like this tax increase.

Your elected officials pay special attention to the Letters to the Editor page, too. They use it to learn what's on voters' minds. So a Letter to the Editor does double duty! It reaches your fellow citizens and your representatives in Washington.

## How to Write a Letter to the Editor

- It's most important to keep it focused. A few paragraphs will do.
- Keep a polite tone! If you are abusive or threatening, the editor will put your letter in the trash can.
- Look for the address on the Editorial page of your local paper.
- Make sure to discuss the way an FET increase could affect your livelihood. The "Jobs" issue is a very powerful one. ("Any increase in the tax will destroy jobs. A 75¢-per-pack tax hike is estimated to destroy over 274,000 jobs.")

## Tips

- Include your daytime phone number. The editor may want to call you, to verify that you wrote the letter.
- If you haven't seen your letter in a week or so, call the editor and ask when your letter will run.
- If you subscribe to more than one paper, send a copy of your letter to each one!
- A short letter is more likely to be printed than a long one.

## What Else Can I Do?

- Send in your "I Did It!" card for Thursday.
- Talk Radio is becoming a Letters to the Editor of the airwaves. If your community has a talk program, call in and express your views today.
- When your letter runs, send a copy of it to your legislators.
- Send a newsclip of your letter to  
R.J. Reynolds Tobacco Co.  
P.O. Drawer L  
Winston-Salem, NC 27108-0377

**FRIDAY,**  
MARCH 18th, 1994

# Petition Day

Never forget, there's strength in numbers. Today, amplify your voice against the tax by circulating the enclosed petitions and getting five or more of your friends to sign.

Petitions are a good way to help Congress understand the vast effect an FET increase will have on constituents.

RJR has delivered over 700,000 petition signatures to members of Congress already, from all over the U.S. If everyone in RJR Nabisco collected 10 signatures each, it would put us well over the 1,000,000 mark!

Continue through the week-end by carrying your petition with you and asking others to sign.

On Monday, drop your petition in the mail. (No envelope is needed. Just fold the petition, staple or tape it shut, stamp it, and drop it in the mail.)

Another petition idea: Make a copy of your blank petition and leave it today at a retail outlet for smokers to sign. Pick it up next Friday and mail it in.

## What Else Can I Do?

- Send in your "I Did It!" card for Friday.
- You can circulate petitions anytime! Just put a blank petition together, using this sample as a model. When you get several signatures (even if it's only 5 or 10), send it to:

R.J. Reynolds Tobacco Co.  
P.O. Drawer L  
Winston-Salem, NC 27108-0377

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MONDAY, MARCH 21st —  
SATURDAY, DEC. 31

Thank you for participating in RJR Nabisco FET Week! By now, the actions you took in mid-March are influencing your representative and senators, helping protect the security of RJR Nabisco and its operating companies.

Members of Congress can be forgetful, so it's important that you plan to contact them several more times this year. The president's proposal will be heard by various committees at various times, and a full vote in the House probably won't come until late summer, with a Senate vote soon after. Time your letters and calls .... but keep up the pressure!

## Here are some activities you might want to consider.

- Schedule a personal visit with your congressional representative when he or she is in your area on a legislative break.
- Attend your representative's next "town hall" meeting and ask about the proposed FET increase. Like a personal visit, this is one of the few opportunities you'll have to get your message through directly to your elected official, so take it!
- If you enjoy writing, call your local newspaper and ask if they will consider running an "op-ed" article from you about the effects of the tax increase.
- Mail out press releases from any organizations you belong to that oppose the tax.
- Speak with your town and state officials. Make sure they know what effects this tax will have on the community. Ask them to adopt a resolution against it, then publicize their action.
- Call the 1-800-STOP-FET line to get updates on the current status of the FET proposals.

Thank you!



# Keep Up The Good Work